

Living with "Ito" and "Rin"

The name ITRIM has been coined from the words
"Ito," which is an archaic Japanese term meaning "very" or "extremely,"
and "Rin," which means "dignified" in the context of inner beauty.

Overflowing with love, intelligence and character,
and living with grace and dignity while appreciating the many things life has to offer.

To such an essential beauty.

New modern-day insights into traditional wisdom

Cosmetics that value results.

With this vision, ITRIM has succeeded in utilizing the wisdom cultivated by the human race throughout the long course of its history. We combined this traditional wisdom with useful plants that are accessible and have been used by people, enabling us to develop products that are well-matched to the modern age.

The formulation of ITRIM products was developed for skin care treatments that make the best possible use of the many functions attributed to natural ingredients. It reflects the most up-to-date knowledge of beauty care involving the use of traditionally useful plants that have proven their efficacy throughout the world.

ITRIM, a luxury aging care* brand.

ITRIM's "pro-aging*" means to age gracefully and maximize the beauty of each person to the fullest with a supple mind.

To a dignified and shining beauty.



* Skin care for each person's age

ITRIM'S Emphasis

Soil	Insisting on using plants that are "grown in soil," we preferentially select useful plants grown according to traditional farming methods.
Parts of plants to use	To utilize the parts of plants for different purposes, we paid attention to the fact that each part (e.g. the flower, leaf, root, stem, seed and fruit) contains different components. Seeing the usability in them, we are upcycling unutilized parts of natural materials in our original cosmetic ingredients.
Extraction methods	Compounds are extracted carefully and attentively using the most suitable method for each raw material and part of the plant, so that their benefits are fully retained.
Formulas	Our inimitable formulas are created with combinations of natural ingredients, using our unique methods and original blending ratios.
Textures and Aromas	ITRIM considers that pleasant textures and aromas are the important elements of skincare. Oil's fluidity, the ability of lotions to diffuse and penetrate with a fresh sensation – taking advantage of the characteristics of the dosage form, the texture of each product is designed to fully bring out the functionality and benefits of the ingredients. Naturally derived aromas and colors are selected to awaken your senses. Incorporate our unique treatment methods into your skincare routine to upgrade it in terms of effectiveness as well as comfort.

ITRIM Concept Ingredients

Melissa officinalis leaf oil

From an aromatic plant also known as lemon balm. Its sweet lemon floral fragrance refreshes and lightens the soul. The essential oil extracted from its blossoms, leaves, and stems is rare and expensive even in small quantities. It contains citral*, its main ingredient that can only be found in certain plants.

* An aromatic ingredient of essential oils



Loquat leaf extract

An extract obtained from loquat leaves cultivated in Nagasaki, which is famous for its Mogi loquats. An ingredient that has been used since ancient times to make tea for good health. It contains aromatic terpenoids and tannins, which are known for their astringent, moisturizing, and many other properties.

Yubari melon seed oil (Melon seed oil)

A cold-pressed vegetable oil extracted from the seeds that are discarded during the processing of Hokkaido's famous Yubari melons. It contains linoleic acid, oleic acid, palmitic acid and other such skin care ingredients to maintain a good balance between skin moisture and oil.



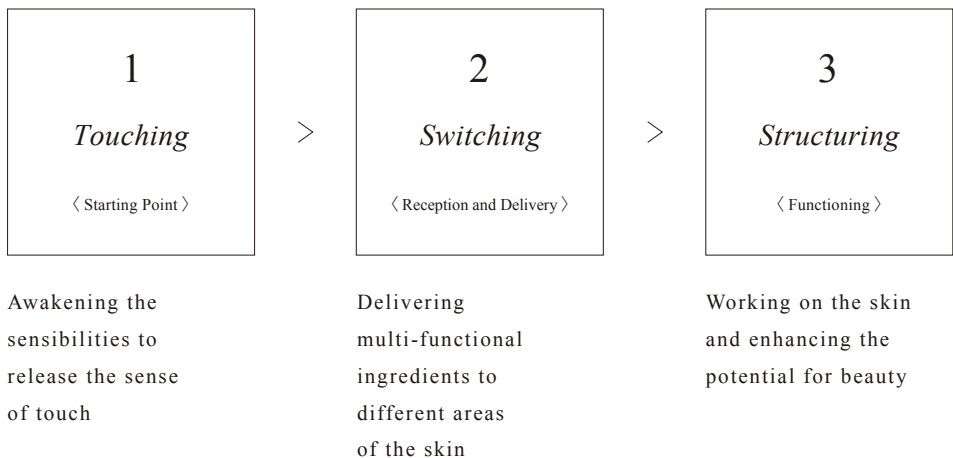
ITRIM's Skin Care Theory

Cascade Approach for Creating Beauty

Capable of detecting external signals, the skin is the organ that protects us the most from external damage.

Since natural ingredients such as plants are made up of many different components, they also have outstanding multi-functional features.

ITRIM created its cascade-approach theory for the skin from these unique viewpoints



Elementary Line

Enhance your beauty from the fundamentals of skincare. ITRIM Elementary Line

The entire skin is connected to the face, the body, and the hair.
ITRIM believes that beautiful skin can be achieved by maintaining the healthy state of all of these elements.

The Elementary lineup represents the fundamentals of daily care.
In order to maintain the healthy state of the skin, the lineup has been divided into the three categories of face care, body care, and hair care, in alignment with the structures of the face, body, and hair.
Taking great care of the entire body offers beauty through to the dignified core that lies within.

Face Care



Body Care



Hair Care



ITRIM Elementary Concept Ingredients

"Unutilized plant materials" × "fermentation technology"

Rose leaf and rice malt fermented liquid
(Aspergillus / (damask rose leaf / rice) ferment filtrate)

A hybrid ingredient developed by ITRIM, using rice malt and organic rose leaves produced in Japan. Having been discovered in rose leaves that are usually removed to make the flower bloom well, the beneficial compounds have been fully extracted using our unique fermentation technology.

With excellent moisturizing power, the extract approaches multi-functionality to mature skin problems.



ITRIM Elementary Facecare Concept Ingredients



Loquat flower extract

An extract obtained from loquat flowers of the Rosaceae family that blooms beautiful white and pale-yellow flowers. Calms and moisturize the skin.



Elemi oil

(*Canarium commune* Extract)

An essential oil obtained from canarium of Burseraceae family. Moisturize and revitalizes the skin.



Alkanna root extract

Prevent the skin from dryness. Keep the skin clean and healthy.

Elementary Face Care

Mature skin accumulates damage due to external and internal factors,
and has complex skincare problems.

ITRIM Elementary Line Face Care takes a multi-faceted approach to
enhance the impression of mature skin.

We propose a special care that will fill you with joy
when you look and touch your skin.

ITRIM Elementary Eye & Lip Makeup Remover Serum

35mL JPY 8,800 (including tax) Naturally derived ingredients: 99%

Cares for your eyes and lips, as you remove your make-up.

The dual-phase make-up remover containing a beauty serum quickly removes waterproof eye make-up and tinted lip make-up, while at the same time conditioning the skin around the eyes and lips. The upper phase (oil phase) contains oil-soluble ingredients such as blended essential oil, oil-soluble gromwell root extract, and alkanna root extract.

The lower phase (water phase) contains water-soluble beauty ingredients derived from plants. While caring for the delicate eyes and mouth, it prevents dryness and keeps it healthy.



Moisturizing and Emollient Ingredients

Effective Ingredients

- Fermented kale leaf liquid (Lactobacillus / kale leaf ferment filtrate)
- Peach leaf extract
- Gromwell root extract (Lithospermum officinale root extract)

Elementary Concept Ingredients

- Rose leaf and rice malt fermented liquid (Aspergillus / (damask rose leaf / rice) ferment filtrate)

Face Care Concept Ingredients

- Loquat flower extract
- Elemi oil (Canarium commune extract)
- Alkanna root extract

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil (Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Facial Cleansing Balm

90g JPY 13,200 (including tax) Naturally derived ingredients: 99%

A daily cleanser for washing dirt away and increasing moisture levels.

A balm cleanser with an addictively unique, jelly-like texture. The melty formula blends into the skin and quickly dissolves make-up, as well as dust and pollutants trapped in the skin. It even cleanly removes keratin buildup on the surface of the skin. It leaves the complexion smooth, clear and well hydrated.



Moisturizing and Emollient Ingredients

Effective Ingredients

- Raw amazake fermented liquid (Aspergillus / rice) ferment filtrate)
- Lactobacillus
- Rockrose extract (Cistus monspeliensis extract)

Elementary Concept Ingredients

- Rose leaf and rice malt fermented liquid (Aspergillus / (damask rose leaf / rice) ferment filtrate)

Face Care Concept Ingredients

- Loquat flower extract
- Elemi oil (Canarium commune extract)
- Alkanna root extract

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil (Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Facial Gommage

100g JPY 13,200 (including tax) Naturally derived ingredients: 95%

A smooth, moisturizing scrub that is ideal for use by adults.

Has a thick, soft gel base made from five natural scrub ingredients,
and places the utmost consideration on gentleness on the skin.

This soft scrub is made from fruits and leaves of varying sizes and levels of elasticity.

It gently removes impurities and old keratin to leave the skin smooth and the surface of the stratum corneum even. The red clay adheres firmly to all impurities and leaves the skin smooth and moist with a clear glow.



Moisturizing and Emollient Ingredients

Effective Ingredients

Five plant ingredients
of the scrub

- Aloe vera (Mesophyll)
- Konjac (Mannan)
- Lychee (Seed powder)
- Shonai persimmon
(Fruit powder)
- Cherry (Fruit powder)

Face Care Concept Ingredients

- Elderberry oil
(European elder seed oil)

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil
(Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Facial Clear Solid Soap

Standard weight 80g JPY 11,000 (including tax) Naturally derived ingredients: 99%

A solid soap for cleansing away the stress* in mature skin.

A traditional Japanese "frame-kneaded" soap that is carefully manufactured to contain
abundant botanical ingredients.

Bouncy like a cushion, the fine and rich foam feels velvety smooth on the skin.

The exquisite foam removes dirt and keratin buildup, leaving your skin bright and
tight with firmness.



* Dirt and unwanted keratin

Moisturizing and Emollient Ingredients

Effective Ingredients

- Fermented barley extract
- Alchemilla vulgaris leaf
extract
- Lettuce leaf extract

Elementary Concept Ingredients

- Rose leaf and rice
malt fermented liquid
(Aspergillus / (damask
rose leaf / rice)
ferment filtrate)

Face Care Concept Ingredients

- Loquat flower extract
- Elemi oil (Canarium
commune extract)
- Alkanna root extract

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil
(Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Facial Lotion



125mL JPY 19,800 (including tax) Naturally derived ingredients: 96%

Fresh and deep moisture penetrating straight into the skin.

A high-performance lotion designed for deep penetration to drench mature skin in moisture. With a fresh yet rich texture, it quickly melds into the skin to replenish it with moisture. The skin is left smooth, supple, firm and radiantly clear.

Moisturizing and Emollient Ingredients

Effective Ingredients

- Fermented grape extract (Saccharomyces / grape ferment extract)
- Laminaria angustata extract
- Strawberry flower extract

Elementary Concept Ingredients

- Rose leaf and rice malt fermented liquid (Aspergillus / damask rose leaf / rice) ferment filtrate)

Face Care Concept Ingredients

- Loquat flower extract
- Elemi oil (Canarium commune extract)
- Alkanna root extract

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Loquat leaf extract

ITRIM Elementary Face Treatment Oil

18mL JPY 19,800 (including tax) Naturally derived ingredients: 100%

This facial oil uniquely formulated by ITRIM starts circulating as soon as it touches the skin.

The relaxing feeling of being enveloped, the smooth texture gliding over the skin. The oil in soft pink, the natural color of purple gromwell extract, brings quiet exaltation to the skin and mind. Containing marine extracts holding sacred power and oil-soluble plant extract selected by ITRIM, the oil imparts clarity and sheen to the skin, for a beautiful complexion infused with vitality. Massaging with this facial oil helps to tone up the contours of the face and tighten sagging skin. It can be taken along when you are on the move.



Moisturizing and Emollient Ingredients

Effective Ingredients

- Brown seaweed extract
- Cyindrotheca fusiformis extract
- Arabian coffee bean oil
- Oil-soluble coix seed extract (Hatomugi seed extract)

Face Care Concept Ingredients

- Santalum album (Sandalwood) oil
- Elderberry oil (European elder seed oil)

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil (Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Facial Emulsion

75mL JPY 22,000 (including tax) Naturally derived ingredients: 98%



An active emulsion for softening mature skin.

The emulsion makes supple and moisturizes mature skin that tends to be thin and inelastic. With a melting texture, it replenishes moisture and softens the skin to give a healthy glow. It plumps the skin and provides firmness and elasticity*.

* Firmness of the skin

Moisturizing and Emollient Ingredients

<i>Effective Ingredients</i>	<i>Elementary Concept Ingredients</i>	<i>Face Care Concept Ingredients</i>	<i>ITRIM Concept Ingredients</i>
<ul style="list-style-type: none"> • Linderagregata leaf extract • Peach fruit extract • Red clover flower extract 	<ul style="list-style-type: none"> • Rose leaf and rice malt fermented liquid (Aspergillus / (damask rose leaf / rice) ferment filtrate) 	<ul style="list-style-type: none"> • Loquat flower extract • Elemi oil (Canarium commune extract) • Alkanna root extract 	<ul style="list-style-type: none"> • Melissa officinalis leaf oil • Yubari melon seed oil (Melon seed oil) • Loquat leaf extract

ITRIM Elementary Facial Cream

25g JPY 33,000 (including tax) Naturally derived ingredients: 98%



A cream for mature skin that gives a rich moisturizing effect.

A cream designed to improve the firmness and elasticity* lacking in mature skin. With a soft, skin-enveloping texture, the non-sticky cream adheres comfortably and drenches the skin in rich moisture, enhancing the effects of the skincare at every level.

It contains fermented pear leaf extract that repairs skin damage from UV rays, lion's mane extract that promotes collagen production to improve the firmness and elasticity*, and peach flower extract that protects the skin with its outstanding skin-beautifying effects. The cream draws out the firmness and elasticity bouncing from within, leaving the facial features looking fresher and sharper.

It keeps the complexion beautiful and vibrant.

* Firmness of the skin

Moisturizing and Emollient Ingredients

<i>Effective Ingredients</i>	<i>Elementary Concept Ingredients</i>	<i>Face Care Concept Ingredients</i>	<i>ITRIM Concept Ingredients</i>
<ul style="list-style-type: none"> • Fermented pear leaf extract (Aspergillus / pear leaf ferment extract) • Lion's mane extract • Peach flower extract 	<ul style="list-style-type: none"> • Rose leaf and rice malt fermented liquid (Aspergillus / (damask rose leaf / rice) ferment filtrate) 	<ul style="list-style-type: none"> • Loquat flower extract • Elemi oil (Canarium commune extract) • Alkanna root extract 	<ul style="list-style-type: none"> • Melissa officinalis leaf oil • Yubari melon seed oil (Melon seed oil) • Loquat leaf extract

Elementary Face Care

ITRIM Elementary Organic Cotton

60 pcs JPY 1,100 (including tax)



Thick, pleasant to the touch, and designed for skin care.

Twenty-four-layer organic cotton pads made especially for applying and removing makeup and all other skin care needs.

Carefully woven and high-quality cotton pads that conform to the OCS 100 standard.

Full and thick with a size of 7cm x 9cm to fit perfectly into the hands of women, easily satisfying skin care needs well.



Contains 100% Organically
Grown Cotton
Certified by Control Union
Certifications CU 818446

Organic Content Standard (OCS) Certification

OCS is a certification standard for producing or manufacturing products containing organic materials.

Elementary Face Care – Skin Care Base

ITRIM Elementary Essential PP Cream Awabeni

28g JPY 11,000 (including tax) SPF50 / PA++++ Naturally derived ingredients: 98%

Launching Wednesday, March 9, 2022

Equipped with high-spec production and skincare functions.

A multifunctional Protection and Primer PP Cream protecting mature skin against stressors in the modern environment which cause adverse effects. At the same time as protecting your skin, it makes redness and color spotting less noticeable, giving your skin a bright and translucent appearance. The pale, gentle pink color evokes a healthy complexion, giving a beautiful, lustrous finish without prominent pores.



Moisturizing and Emollient Ingredients

<i>Effective Ingredients</i>	<i>Elementary Concept Ingredients</i>	<i>Skin Care Base Concept Ingredients</i>	<i>ITRIM Concept Ingredients</i>
<ul style="list-style-type: none"> •Sunflower bud extract •Caesalpinia spinosa fruit pod extract •Gorse extract (Gorse leaf / root / stem extracts) •Tetrademus obliquus (Carotene, xanthophyll) •Pongamia glabra seed oil •Peach fruit water •Aralia cordata root extract 	<ul style="list-style-type: none"> •Rose leaf and rice malt fermented liquid (Aspergillus / (damask rose leaf / rice) ferment filtrate) 	<ul style="list-style-type: none"> •Fossilized coral powder •White lupin oil 	<ul style="list-style-type: none"> •Melissa officinalis leaf oil •Yubari melon seed oil (Melon seed oil) •Loquat leaf extract

ITRIM Elementary Essential PP Cream Awafuji

28g JPY 11,000 (including tax) SPF45 / PA++++ Naturally derived ingredients: 98%

Launching Wednesday, March 9, 2022

Covers up the signs of aging and preserves the beauty of mature bare skin.

A Protection and Primer PP Cream which gently and richly moisturizes mature skin, prone to environmental stress, protecting and keeping it healthy. With its serum-like texture, it imparts suppleness to skin troubled by the signs of aging, making it more stable and resistant to damage. At the same time as protecting your skin from external elements, the pale, pure lilac color tones skin which is often yellow and dull, brightening it and creating mature, composed bare skin.



Moisturizing and Emollient Ingredients

<i>Effective Ingredients</i>	<i>Elementary Concept Ingredients</i>	<i>Skin Care Base Concept Ingredients</i>	<i>ITRIM Concept Ingredients</i>
<ul style="list-style-type: none"> •Voandzeia subterranea seed extract •Kakadu plum oil (Terminalia ferdinandiana seed oil) •Elecampane extract •Physcomitrella patens ferment filtrate* •Pongamia glabra seed oil •Peach fruit water •Aralia cordata root extract 	<ul style="list-style-type: none"> •Rose leaf and rice malt fermented liquid (Aspergillus / (damask rose leaf / rice) ferment filtrate) 	<ul style="list-style-type: none"> •Fossilized coral powder •White lupin oil 	<ul style="list-style-type: none"> •Melissa officinalis leaf oil •Yubari melon seed oil (Melon seed oil) •Loquat leaf extract

* Made from physcomitrella patens protonema ferment filtrate powdered with isomalt (displayed ingredient names: phytol, isomalt, water)

ITRIM Elementary Essential EE Cream

28g JPY 11,000 (including tax) SPF50 / PA++++ Naturally derived ingredients: 98%

Get smooth and even skin tone.

A multifunctional make-up base for mature women that protects the skin from various external factors during the daytime, while improving the skin condition for a bare skin finish at the same time. Its key functions are: <Even> evens out skin tone for a smooth texture, and <Effect> enhances skincare benefits.

Enveloping the skin with the luscious aroma of blended essential oils, the cream addresses skin damage caused by environmental factors, hydrates the skin, and controls sebum secretion that can be affected by the air temperature and humidity.



Moisturizing and Emollient Ingredients

Effective Ingredients

- Ambora extract
- Babassu oil
- Swiss pine extract
- Centella asiatica extract
- Quinoa extract
- Elecampane extract

Skin Care Base Concept Ingredients

- Fossilized coral powder
- White lupin oil

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil
(Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Face Care Powder Ouka

11g JPY 9,680 (including tax) with powder puff Naturally derived ingredients: 99%
Replacement puff 1,100 yen (including tax)

For skin with uneven tone that is prone to redness.

Powder created with a focus on inflammaging

An ITRIM original ingredient made from carefully gathered petals of Japanese cherry (Satozakura) blossoms,

Ouka powder is coupled with an extract in oil form derived from strains of chlorella collected in a tributary of Niyodo river, Kochi prefecture.

Reducing skin redness and evening out skin tone, the "pink powder" creates a soft, gentle finish.



Moisturizing and Emollient Ingredients

Effective Ingredients

- Japanese cherry (Satozakura) powder
- Chlorella extract
- Apple ceramide extract
- Cacay nut oil

Skin Care Base Concept Ingredients

- Fossilized coral powder
- White lupin oil

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil
(Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Face Care Powder Ouju

11g JPY 9,680 (including tax) with powder puff Naturally derived ingredients: 99%
Replacement puff 1,100 yen (including tax)

For yellowish and dull skin, or skin with uneven tone.
Powder that addresses environmental stressors



Ouju is an archaic Japanese term meaning loquat. An ITRIM original ingredient developed to address effects of today's environment on the skin, loquat seed powder is coupled with yarrow extract in oil form, which contains azulene. Protecting the skin from damage caused by external factors, the "natural beige powder" creates a healthy look with translucence.

Moisturizing and Emollient Ingredients

Effective Ingredients

- Loquat seed powder
- Yarrow extract
- Apple ceramide extract
- Cacay nut oil

Skin Care Base Concept Ingredients

- Fossilized coral powder
- White lupin oil

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil
(Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Face Care Powder Renka

11g JPY 9,680 (including tax) with powder puff Naturally derived ingredients: 99%
Replacement puff 1,100 yen (including tax)

For skin with poor blood circulation that is prone to swelling.
Powder created with a focus on improving circulation



An ITRIM original ingredient made from flowers of lotus grown in Japan, Renka powder is coupled with an oil-soluble botanical extract obtained from highly antioxidant sea lavender.

Formulated with a focus on circulation within the skin, the "white powder" protects the skin from environmental stressors, creating a vibrant look with translucence.

Moisturizing and Emollient Ingredients

Effective Ingredients

- Lotus flower powder
- Sea lavender extract
- Apple ceramide extract
- Cacay nut oil

Skin Care Base Concept Ingredients

- Fossilized coral powder
- White lupin oil

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil
(Melon seed oil)
- Loquat leaf extract

Elementary Body Care

The body covers a wider area and is more complex
in structure than the face and head.

The same amount of anti-aging care* is required on both
the body and the face to leave an impression of beautiful skin.
The ITRIM Elementary lineup for body care tightens the body
on the skin and leaves it smooth to the touch.

* Skin care for each person's age

ITRIM Elementary Full Body Gommage

100g JPY 13,200 (including tax) Naturally derived ingredients: 99%

Gommage with a drainage action for the mature body.

Skin problems such as lack of firmness, dullness and wrinkles caused by dehydration, as well as thickened skin on the elbows and heels...

the body gommage by ITRIM has been developed to address bodily changes in mature women.

Formulated with consideration for the skin, the well-balanced blend contains three kinds of natural scrubs made from ingredients traditionally used in Japan, three types of exfoliating grains made from botanical ingredients such as mesophyll of succulent plants, and purple clay that adsorbs dirt.

Just a small amount is enough to apply to the whole body, as the fluid formula glides well onto the skin. The gentle effect of useful plants and the massaging action

promote the elimination of waste products, toning up the skin and body.



Moisturizing and Emollient Ingredients

Effective Ingredients

- Aloe vera
- Konjac
- Lychee
- Azuki
- Jabara peel
(Citrus jabara peel)
- Tea leaf powder

Body Care Concept Ingredients

- Cypress oil (Cupressus sempervirens leaf / nut / stem oil)
- Whey(Lactic acid bacillus / lactic acid fermented liquid)
- Comfrey leaf extract
- Calendula extract

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil
(Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Body Soap N

200mL JPY 8,800 (including tax) Naturally derived ingredients: 95%

Body soap for addressing bodily changes in mature women.

With its rich lather, this liquid body soap gently cleanses the body. Retaining moisture in mature skin that is prone to dehydration, it leaves the body toned and feeling firmer.

This body soap makes the skin clear and appears a tone brighter.

It will refresh your mind and body with the lush aroma of an exotic selection of plants.



Moisturizing and Emollient Ingredients

Effective Ingredients

- Thymus vulgaris
(Thyme) flower / leaf / stem extract
- Tussilago farfara
(Coltsfoot) flower extract

Body Care Concept Ingredients

- Cypress oil (Cupressus sempervirens leaf / nut / stem oil)
- Whey(Lactic acid bacillus / lactic acid fermented liquid)
- Comfrey leaf extract
- Calendula extract

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil
(Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Foot & Shin Refreshing Mist

30mL JPY 8,800 (including tax) Naturally derived ingredients: 99%

Lighten your feet every time you spray. Instantly refresh your feet.

A mist-type lotion that you can feel refreshed anytime, anywhere when you feel discomfort in your feet, shins, or calves. Japanese organic lemongrass extract and shadow queen extract (potato extract) tighten the skin and make it smooth and moisturized. The refreshing sensation of spearmint oil gives a refreshing feeling to the skin and mind. It can also be used over stockings where stuffiness and odor are likely to be annoying.



Moisturizing and Emollient Ingredients

Effective Ingredients

- Lemongrass extract
- Shadow queen extract (Potato extract)
- Spare mint oil
- Sea water (Sea salt)
- Sugar cane extract

Body Care Concept Ingredients

- Cypress oil (Cupressus sempervirens leaf / nut / stem oil)

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Loquat leaf extract

ITRIM Elementary Foot & Shin Treatment Jelly

30g JPY 13,200 (including tax) Naturally derived ingredients: 99%

"Warm-up and improve your circulation*" Jelly-like beauty essence made with concentrated oil.

Focuses on mature foot problems such as dryness, stiffness, and dullness of feet, shins, and calves. Japanese organic lemongrass extract and manuka oil (leptospermum scoparium branch/leaf oil) tighten and firm the skin.

With a new sensation of texture that has both freshness and the richness of concentrated oil, it promotes circulation and leads to healthy feet by massaging with a pleasant warmth.

* By massaging



Moisturizing and Emollient Ingredients

Effective Ingredients

- Lemongrass extract
- Manuka oil (Leptospermum scoparium branch / leaf oil)
- Sakakibara hot spring water
- Ucuhuba seed oil (Virola surinamensis oil)
- Pink pepper extract (Schinus terebinthifolia seed extract)
- Glasswort extract (Salicornia harbacea)

Body Care Concept Ingredients

- Cypress oil (Cupressus sempervirens leaf / nut / stem oil)

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil (Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Body Treatment Oil

38mL JPY 16,500 (including tax) Naturally derived ingredients: 100%



A body oil that helps shape a supple, beautiful body.

A body oil developed to address internal and external changes due to aging. It contains oil-soluble extracts obtained from white mustard shoot and Brazilian pepper seed. The orange tint comes from the natural color of sea buckthorn extract.

By taking care of the skin using this oil, the mind is uplifted, the skin energized and the body toned. It is also a good idea to take this along wherever you go as a first-aid oil to treat swelling of the legs or to alleviate fatigue.

Moisturizing and Emollient Ingredients

Effective Ingredients

- White mustard shoot extract
- Brazilian pepper seed extract
- Sage leaf extract
- Oil-soluble coix seed extract(Hatomugi seed extract)

Body Care Concept Ingredients

- Cypress oil(Cupressus sempervirens leaf / nut / stem oil)
- Calendula extract

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil (Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Body Emulsion N

150mL JPY 11,000 (including tax) Naturally derived ingredients: 97%



Enrich the skin with moisture and elasticity with Body Emulsion.

This emulsion for the body deeply hydrates the skin with moisture that quietly wells up from within. Gliding smoothly onto the skin, the emulsion smooths and tightens, leaving skin looking toned and refreshed. It is also great for moisturizing the elbows and knees where signs of aging tend to show.

This body emulsion helps to create a beautiful figure suffused with a sense of happiness.

Moisturizing and Emollient Ingredients

Effective Ingredients

- Isodonis japonicus leaf / stalk extract
- Hydrolyzed pepper fruit extract
- Echinacea angustifolia leaf extract

Body Care Concept Ingredients

- Cypress oil (Cupressus sempervirens leaf / nut / stem oil)
- Whey(Lactic acid bacillus / lactic acid fermented liquid)
- Comfrey leaf extract
- Calendula extract

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil (Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Hand Treatment

(Left) ITRIM Elementary Hand Treatment Soap 40mL Naturally derived ingredients: 93%
(Right) ITRIM Elementary Hand Treatment Cream 38g Naturally derived ingredients: 98%
Set price JPY 9,900 (including tax)



For elegantly attractive and beautiful hands

Personalized hand care item in a convenient portable size works in various ways to keep the hands of mature women pure and beautiful.

Hand soap to wash away dirt and old keratin on your hands with full of moisture and hand cream to make your hands firm and soft and come in a set.

Flexible and feminine hands are bestowed anytime, anywhere.

Moisturizing and Emollient Ingredients

Effective Ingredients

- Bamboo vinegar
- Millet extract
- Fermented extract of chestnut inner skin
- Fermented fig extract

Hand Care Concept Ingredients

- Juniper oil (Juniper berry oil)
- Oregano leaf extract (Origanum vulgare leaf extract)

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil (Melon seed oil)
- Loquat leaf extract

Elementary Hair Care

Healthy hair is determined by the scalp.

The ITRIM Elementary lineup for hair care takes care
of the scalp to produce beautiful hair.

Experience hair that is soft to the touch with a rich luster,
resilience, and springiness.

ITRIM Elementary Scalp & Hair Cleanser N



150mL JPY 8,800 (including tax) Naturally derived ingredients: 98%

Hair concerns in mature women begin with the scalp.

Approaching through the scalp, this hair cleanser works to address hair concerns in mature women such as waviness and lack of gloss and volume.

The fine whipped foam quickly penetrates into the scalp to remove dirt from the pores, thoroughly cleansing it away.

Cleansing and vitalizing the scalp, it brings healthy hair that bounces from the roots.

Moisturizing and Emollient Ingredients

Effective Ingredients

- Lactobacillus / soymilk ferment filtrate
- Sclerocarya birrea seed oil

Hair Care Concept Ingredients

- Cedar wood oil (Atlas cedar bark oil)
- Bitter orange peel extract
- Fermented barley extract
- Burdock root extract

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil (Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Shampoo N



250mL JPY 11,000 (including tax) Naturally derived ingredients: 93%

The hair itself is made resilient and beautiful.

This silicone-free shampoo has been created with consideration for mature hair in order to promote a healthy scalp.

Cleansing with fine, rich lather, this shampoo leaves the hair silky and smooth.

Repairing damage caused by coloring and perms, this shampoo makes the hair resilient, bouncy and shiny.

Moisturizing and Emollient Ingredients

Effective Ingredients

- Humulus lupulus (Hops) extract
- Cuttlefish extract

Hair Care Concept Ingredients

- Cedar wood oil (Atlas cedar bark oil)
- Bitter orange peel extract
- Fermented barley extract
- Burdock root extract

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil (Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Hair Conditioner N



200g JPY 8,800 (including tax) Naturally derived ingredients: 94%

Rinse-out treatment that works on the scalp and hair.

A silicone-free conditioner to nourish scalp and hair.

It prevents hair problems such as waviness and dry scalp, leaving the hair shiny, resilient and bouncy.

By vitalizing the scalp where hair health is determined, this conditioner is as efficient as a hair serum.

Moisturizing and Emollient Ingredients

Effective Ingredients

- Zanthoxylum piperitum peel extract
- Nasturtium officinale leaf / stem extract
- Salvia hispanica seed oil

Hair Care Concept Ingredients

- Cedar wood oil (Atlas cedar bark oil)
- Bitter orange peel extract
- Fermented barley extract
- Burdock root extract

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil (Melon seed oil)
- Loquat leaf extract

ITRIM Elementary Hair Treatment Oil



18mL JPY 13,200 (including tax) Naturally derived ingredients: 100%

From the scalp to the hair, a hair oil for mature women.

A conditioning hair oil for mature women for healthy hair and scalp.

Non-greasy and smooth in texture, it can be used on wet hair after shampoo as well as dry hair, depending on the condition of the hair and scalp.

The green color is produced by blending yarrow oil, plant oils and oil-soluble plant extracts. It keeps the hair and scalp of mature women healthy.

Moisturizing and Emollient Ingredients

Effective Ingredients

- Yarrow oil (Achillea millefolium oil)
- St. john's wort extract (St. john's wort flower / twig extract)
- Tamarindus indica fruit extract
- Acacia concinna fruit extract
- Cocos nucifera (Coconut) oil

Hair Care Concept Ingredients

- Cedar wood oil (Atlas cedar bark oil)

ITRIM Concept Ingredients

- Melissa officinalis leaf oil
- Yubari melon seed oil (Melon seed oil)
- Loquat leaf extract